



# WISCONSIN AGRICULTURAL STATISTICS SERVICE

P.O. Box 8934 Madison, WI 53708-8934

*in cooperation with WI Department of Agriculture, Trade and Consumer Protection*



May 2005

## Sod Sales Total \$25 Million

Wisconsin's sod producers received \$25.0 million in 2004. According to a survey conducted by the Wisconsin Agricultural Statistics Service, gross receipts for sod sales were \$1.5 million more than in 2003. In 2004, sod production area totaled 10,500 acres, including 5,000 harvested acres. Relative to one year ago, total acres were up 1,000, or 11 percent, while acres harvested rose by 700, or 16 percent. The sod industry employed a total of 320 people, which is 15 fewer than the previous year.

Square feet of sod sold, at 200 million, climbed 20 million from the prior year. Kentucky bluegrass, at 97 percent of the total, was the main type of sod produced. Blended grass mixtures containing Kentucky bluegrass accounted for an additional 2 percent. The final one percent of sod produced was other types, including creeping bentgrass, salt-tolerant sod, and supina bluegrass.

The survey results indicated that 83 percent of the sod was sold at the wholesale level, consisting of sales to landscape companies and other sod farms. Sales at the retail level and directly to homeowners tallied 9 percent. The remainder of sales were to highway and road departments, golf courses, and others. About one-third of the sod producers had sales to other states; approximately 50 percent of sod harvested was shipped outside of Wisconsin.

The sod industry continues to be an important part of Wisconsin's Green Industry and the State's overall economy. For additional information on the Sod Industry, Green Industry, and other agriculture-related topics visit: <http://www.nass.usda.gov/wi>.

Sod Statistics	2003	2004
Acres in Production	9,500	10,500
Acres Harvested	4,300	5,000
Square Feet Sold	180 million	200 million
Gross Receipts	\$ 23.5 million	\$ 25.0 million
Total Employees	335	320
Full-time	180	80
Seasonal Full-time	NA	160
Part-time	155	80

Wisconsin Agricultural Statistics Service is an agency of the USDA. The survey was conducted on behalf of the Wisconsin Sod Producers Association (WSPA). WSPA received funding for the survey from a Specialty Crop Block Grant.